



Tips for Building Partnerships for National Women's Health Week

Below are tips and ideas on how to build partnerships with organizations in your community to celebrate National Women's Health Week. Developing partnerships allows you to:

- Share resources
- Increase visibility of the event
- Generate more media attention
- Reach more women in your community
- Have a greater impact on women's health

Partners can publicize your event and offer an event venue, volunteers, and other resources. An organization that focuses on women's health may want to partner with a women's health department at a hospital. Or, if you offer BMI tests, think about teaming up with a local fitness center to host the event. Here are some organizations you may want to consider reaching out to:

Hospitals. Hospitals can be used as the location for a free health screening event. They may also be able to donate the materials needed to administer screenings, such as exam gloves, and offer doctors or nurses to perform the tests.

Retail stores. Retail stores can help promote your event by displaying posters or offering fliers to customers. Retail stores can also include a link to your event on their website.

Health insurance companies. Insurance companies can help host checkup days at various clinics or other locations that offer health screenings. They can also give out information to doctors' offices in your area or donate supplies for the event.

Associations/organizations. Associations and organizations that specifically target women can help promote National Women's Health Week in their publications (e.g., newsletter, listserv, website, etc.). They may also help you organize an event.

Local businesses. Local businesses often look for ways to give back to the community and may be interested in holding events at their offices, offering staff to volunteer at the event, or offering additional resources, such as goodie bags or printing services. They may also be able to promote your event to employees or through newsletters and listservs. If they are interested in holding a lunchtime seminar for employees, you can offer to have someone from your organization speak.

Local fitness centers. Fitness centers are focused on improving the health of their clients. They may be able to offer a fitness expert to speak at your event or lead participants through exercise activities. Ask if they would be able to offer free incentives. For example, the fitness center could offer free one-day passes to event attendees. They could also support your event with volunteer staff, help promote your event to their members, or even offer their location as an event venue.

How do I find partner organizations in my community?

Go online and do some research! You can also check your local newspaper for organizations that are holding events similar to the one you would like to hold. Talk with your coworkers to see if they have contacts outside of your organization who may be interested. You can also attend conferences and fairs to see what other organizations in your community are doing.

How do I reach out to other organizations?

Once you have done some research and found organizations in your community that you want to partner with for National Women's Health Week, it's time to contact them. Find their contact information on their website or in the phone book and send a letter or e-mail explaining why they should be a part of National Women's Health Week. In the e-mail or letter, mention your event and why you think the organization would be a great partner (refer back to their mission statement, past activities, etc.). Use the National Women's Health Week fact sheet, available at: <http://bit.ly/NWHWFactSheet>, as a guide. Follow up with a phone call.

If the organization expresses interest, set up a call or face-to-face meeting to discuss a potential partnership. Make sure you have ideas already thought out and ready to present. Be prepared to offer background information about your organization and National Women's Health Week. The best type of partnership helps both groups, so think about what you/your organization can offer, too.

Once an agreement has been made, keep in touch often as the event approaches. Monthly, weekly, and daily phone calls, e-mails, and/or meetings should be arranged to make sure all tasks are completed and everyone is on the same page.

Once the event is over, make sure you thank your partner and keep the door open for future partnership opportunities.